Impact of Trust Factors in Improvement and Development of E-commerce in Saudi Arabia

Abstract

E-commerce is the basic technology of knowledge economy. Developing and improving of e-commerce is an inevitable choice for Saudi Arabia economy to enter strongly into the world market, and bring about a great economic grows of the K. S. A nation. Before we can start developing or improving e-commerce and knowing the different factors that affect it, we have to understand the background, the basic principle and the evolution and development history of e-commerce. This enables us to have a deep understanding on this new technology, hence, helping us to predict the success factors and trend of e-commerce in the near future. This paper introduces some basic knowledge regarding to e-commerce, which includes, the needs of society, development of e-commerce, and basic e-commerce concepts. Gain of Saudi customer's trust in the e-commerce services is very important for the long-term growth of
many businesses. The main objective of this paper is to identify and analyze the main factors that influence the extent to which Saudi consumers trust towards the B2C e-commerce. The challenge for the research is to determine the e-commerce model and identify trust factors that consistent with the traditions of Saudi Arabia and maximizes the purchaser trust when shopping through the internet. The paper will conclude with quantitative analysis of responses obtained from a survey and questionnaire of selected customers and businesses in Saudi Arabia. The main results of this analysis include a relationship of key factors that affect the trust of Saudi consumers in the e-commerce, and the indicators of strengths and weaknesses that affect these factors.

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